

Claims:

1. A system for determining which advertisements direct which web clicks comprising;
a database comprising information about a user's media buys;
a second database comprising a user's IP addresses;
said system comparing information from said first database with information from said
second database to determine which of said advertisements generated said web clicks.
2. The system of claim 1 further comprising;
a report which shows which of said advertisements generated said web clicks.
3. The system of claim 1 wherein said information about a user's media buys comprises;
date and time of advertising; type of advertising; location of advertisement and an
expiration date for said advertisement.
4. The system of claim 3 wherein said information about a user's media buys further
comprises the cost of said advertisement.
5. The system of claim 3 wherein said information about a user's media buys further
comprises the demographics of said advertisement.
6. The system of claim 1 further comprising;
a report which shows which of said web clicks do not correspond to an advertisement.
7. A method for determining which advertisements direct which web clicks comprising;
inputting information about a user's media buys into a database;
inputting information about a user's IP addresses into a second database;
comparing information from said first database with information from said second
database;
determining which of said advertisements generated said web clicks.

8. The method of claim 7 further comprising;
generating a report which shows which of said advertisements generated said web clicks.